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E-lists help in making gift wishes come true

Times Union; Albany; Dec 15, 1999; [FRANCES KATZ Cox News Service](#);

Sub Title: [THREE STAR Edition]**Start Page:** D9**Personal Names:** [Sacco, Bob](#)**Abstract:**

"This is about using technology to solve real-world problems," says Bob Sacco, marketing vice president of SecretWish.com, a Web site gift registry for teenagers. "There are certain things that are cool among teens that change daily and parents are constantly perplexed as to what to buy them," says Sacco. "A gift registry aimed at teens helps the gift buying process." Teens who visit Secret Wish register and shop from a selected list of online vendors. "We've created a mall for teens so the user experience is very easy," says Secret Wish president and CEO Joachim Kim. "We tried to present products that speak specifically to teens."

Full Text:

Copyright Capitol Newspapers Dec 15, 1999

Wish lists and gift registries could be the hottest thing online next to Pokemon trading cards.

According to a poll from [Harris Interactive](#) and [amazon.com](#), people shop online to avoid the crowds, the lines and the hassles of shopping at the mall. They want to be able to shop quickly and easily, anytime day or night, so they can spend more time with family and friends. "One thing that did come through in the survey," says [Amazon.com](#)'s marketing vice president Jaleh Bisharat, "is that finding the right gift is the most stressful part of online shopping."

So Amazon and other online merchants have devised "**wish lists**" to help frazzled shoppers find the right gift. Amazon's gift registry lets users roam every area of its site choosing things they'd like to receive as gifts. They place the items on a **wish list** that they can annotate with comments such as "This is the gift I really want." The users also select people to be notified by e-mail how to link to their list.

Anyone can use Amazon's gift registry, but it's most popular with teenagers -- a group often cited by adults as the toughest to shop for. "**Wish lists** are a great idea," says [Forrester Research](#) analyst Ekaterina Walsh. "It makes sense for parents because they don't have to figure out what their kids want."

"This is about using technology to solve real-world problems," says Bob Sacco, marketing vice president of SecretWish.com, a Web site gift registry for teenagers. "There are certain things that are cool among teens that change daily and parents are constantly perplexed as to what to buy them," says Sacco. "A gift registry aimed at teens helps the gift buying process." Teens who visit Secret Wish register and shop from a selected list of online vendors. "We've created a mall for teens so the user experience is very easy," says Secret Wish president and CEO Joachim Kim. "We tried to present products that speak specifically to teens."

Kids get scanners to pick out items in participating stores and upload their choices to the Web for parents and relatives to look over.

Sites offering wish lists:

<http://www.amazon.com>

<http://www.etoys.com>

<http://www.fastfrog.com>

<http://www.alloy.com>

<http://www.rei.com>

<http://www.della.com>

<http://www.secretwish.com>

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